ORDER



Order / Re	ev:	722331				E	W .			
Alt Order #	! :	06373973				FIRST FO	You			
Product De	esc:	FRIENDS OF C	MACK			A GARRETT COMPANY				
Estimate:		601				WJXX-TV Jim Quinn				
Flight Date	es:	10/16/12 - 10/2	2/12	Primary AE						
Original Da	ate / Rev:	10/15/12 / 10/1	5/12	Sales Office	: :	T-PHI NAT				
Order Type	e :	Political		Sales Regio	on:					
Name:		McLaughlin &	Associates/ POL							
Buying Cor	ntact:			Billing Type:		Cash				
Billing Con	tact:			Billing Cale	ndar:	Broadcast				
		566 South Rou	ıte 303	Billing Cycle	e :	EOM/EOC				
		Blauvelt, NY 10)913	Agency Cor	nmission:	15%				
Name:		Mack,C/ R / Se	nate							
Demograp	hic:	A65+		New Busine	ess Thru:	00:15:00				
Product Co	odes:	IS-Candidate/U	S Senate	Order Sepa	ration:					
Priority:		P-3		Advertiser E	external ID:					
Revenue Codes:		AGY, GEN, PO	L	Agency Ext	ernal ID:					
				Totals						
End Date	# Spots	Gross Amount	Net Amount		# Spots	Gross Amount		Ratin		
10/22/12	10	\$5,470.00	\$4,649.50			· · ·		0.0		
				LOTAIS	10	ან.470.00	54.649.50	0.0		
	Alt Order # Product De Estimate: Flight Date Original Da Order Type Name: Buying Co Billing Con Name: Demograp Product Co Priority: Revenue Co	Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Name: Demographic: Product Codes: Priority: Revenue Codes:	Alt Order #: 06373973 Product Desc: FRIENDS OF Company of the product Desc: FRIENDS OF Company of the product Desc: FRIENDS OF Company of the product Desc: 10/16/12 - 10/2 Original Date / Rev: 10/15/12 / 10/1 Order Type: Political Name: McLaughlin & McLaughlin	Alt Order #: 06373973 Product Desc: FRIENDS OF C MACK Estimate: 601 Flight Dates: 10/16/12 - 10/22/12 Original Date / Rev: 10/15/12 / 10/15/12 Order Type: Political Name: McLaughlin & Associates/ POL Buying Contact: Billing Contact: 566 South Route 303 Blauvelt, NY 10913 Name: Mack,C/ R / Senate Demographic: A65+ Product Codes: IS-Candidate/US Senate Priority: P-3 Revenue Codes: AGY, GEN, POL	Alt Order #: 06373973 Product Desc: FRIENDS OF C MACK Estimate: 601 Flight Dates: 10/16/12 - 10/22/12 Primary AE Original Date / Rev: 10/15/12 / 10/15/12 Sales Office Order Type: Political Sales Region Name: McLaughlin & Associates/ POL Buying Contact: Billing Type Billing Contact: Billing Cales 566 South Route 303 Billing Cycles Billing Contact: Billing Cycles Name: Mack, C/ R / Senate Demographic: A65+ New Busines Product Codes: IS-Candidate/US Senate Order Sepan Priority: P-3 Advertiser E Revenue Codes: AGY, GEN, POL Agency External Product In Date # Spots Gross Amount Net Amount Totals End Date # Spots Gross Amount Net Amount 10/22/12 10 \$5,470.00 \$4,649.50 October 2012	Alt Order #: 06373973 Product Desc: FRIENDS OF C MACK Estimate: 601 Flight Dates: 10/16/12 - 10/22/12	Alt Order #: 06373973 Product Desc: FRIENDS OF C MACK Estimate: 601 WJXX-TV Flight Dates: 10/16/12 - 10/22/12 Primary AE: Jim Quinn Original Date / Rev: 10/15/12 / 10/15/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT Name: McLaughlin & Associates/ POL Buying Contact: Billing Contact: Billing Calendar: Broadcast Billing Contact: Billing Cycle: EOM/EOC Blauvelt, NY 10913 Agency Commission: 15% Name: Mack, C/ R / Senate Demographic: A65+ New Business Thru: Product Codes: IS-Candidate/US Senate Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Totals End Date # Spots Gross Amount Net Amount 10/22/12 10 \$5,470.00 \$4,649.50 PCOLOBER 2012 10 \$5,470.00	Alt Order #: 06373973 Product Desc: FRIENDS OF C MACK Estimate: 601		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WJXX-TV	8%	\$5,470.00
Market	100%	\$68,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	31%	\$21,196.25
WTEV	25%	\$17,093.75
WTLV	36%	\$24,615.00

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Γime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WJXX	10/22/1	2 10/22/12	FCN News at 11	pm CM	M-Su 11p-1	1:35p]	M	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
			M-Su 11-11:35p										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	<u>ıg</u>						
Week: 10/	22/12	10/28/12	M	1	\$225.00	0.0	00						
E 2 WJXX	10/16/1	2 10/19/12	FCN News at 11	pm CM	M-Su 11p-1	1:35p	- TWTF	:30	4	\$225.00 P-3	0.00 NM	4	\$900.00
			M-Su 11-11:35p										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	<u>ıg</u>						
Week: 10/	15/12	10/21/12	- TWTF	4	\$225.00	0.0	00						
E 3 WJXX	10/16/1	2 10/16/12	Prime Political P	rogram CM	Prime Politic	cal Pro	- T	:30	2	\$2,000.00 P-1	0.00 NM	2	\$4,000.00
			Prime Political P	rogram									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	<u>ıg</u>						
Week: 10/	15/12	10/21/12	- T	2	\$2,000.00	0.0	00						

Print Date: 10/18/12 17:12:59 Page 2 of 2

WJXX-TV

Order / Rev: 722331

Alt Order #: 06373973

Advertiser: Mack,C/ R / Senate

00373973

FRIENDS OF C MACK

Flight Dates: 10/16/12 - 10/22/12

10/21/12

Week: 10/15/12

Estimate: 601

Product Desc:

\$175.00

Rate Pri Rtg Type Spots Inventory Code Break Start/End Time Days Ln Ch Start End Len Spots Amount 10/20/12 10/20/12 GMA Saturday E 4 WJXX CM **GMA Saturday** :30 \$85.00 P-3 0.00 NM \$85.00 **GMA Saturday** Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$85.00 0.00 E 5 WJXX 10/21/12 10/21/12 GMA Sunday **GMA Sunday** :30 \$85.00 P-5 СМ ----S 1 0.00 NM 1 \$85.00 **GMA Sunday** End Date Weekdays Spots/Week Start Date Rate Rating Week: 10/15/12 10/21/12 ----S \$85.00 0.00 E 6 WJXX 10/21/12 10/21/12 FCN Sun News at 6:30 CM Sun 6:30-7p :30 \$175.00 P-3 0.00 NM ----S 1 \$175.00 Sun 6:30-7p Weekdays Spots/Week Rating Start Date End Date Rate

0.00

Totals 10 \$5,470.00